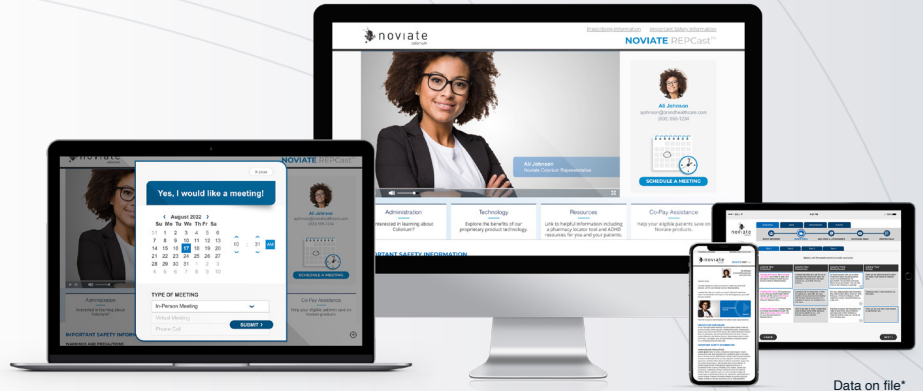


# REPCast™



Data on file\*

## WHAT IS IT?

REPCast allows reps to choose from a library of pre-approved content to design and record custom videos of themselves. Machine learning and compliance-approved process ensures that the rep stays on-script for scalability and ease of approval from medical, legal, and regulatory review.

## RELEVATE DIFFERENTIATORS

- **Local and Personalized Engagement at National Scale**

Continuous program optimization and execution for engagement in the right markets, to the right HCPs, at the right time, with the right message, delivered by the right KOL, in the right channel, for greater return on investment (ROI).

- **The ElevatedRelevance® Decision Engine (Ele)**

Ele combines real-world data and proprietary algorithms driving campaign-specific, actionable, market and audience insights.

- **Treatment Perspectives HCP Network**

Relevate Health's proprietary and HCP-recognized network providing unrivaled access to 1.4+MM prescribers and their 2.3+MM associated treatment team members.

## WHEN TO USE

- 87% of HCPs want only virtual or a mix of virtual and live meetings with reps

## REASONS TO BELIEVE

- 50% of HCPs consider videos to be among the most useful resources available when learning about treatment options for their patients
- Allows reps to maintain share of voice in a virtual environment
- Novel way for reps to extend themselves into their territory in a personal manner

## METRICS AND PROOF POINTS\*

- **38%** open rate
- **80%** engagement rate
- **22%** click through rate

## HOW IS IT DELIVERED?

Emails with an animated GIF of the rep are sent from the rep's customer relationship management (CRM) platform (e.g., Veeva or IQVIA). When the HCP clicks on the video, it automatically opens in their browser. The video is hosted on a REPCast site that allows the HCP to explore or link to both custom and generic brand information. In addition, a convenient calendar feature is provided for the HCP to schedule a follow-up meeting with their rep.

### NON-PERSONAL DRIVERS

- Email



## RECOGNITION



## WHY PARTNER WITH RELEVATE?

- **Proven, measurable results**  
Integrated real-time measurement and reporting framework using industry and proprietary benchmarks for campaign performance (ROI), reporting (aggregate and physician-level data) and optimization
- **Video and event production**  
Full video production capabilities, a proprietary broadcast/webcast system, and a nationwide network of studios, event sites, technicians, and onsite meeting planners
- **Solution-driven portfolio**  
Innovative solutions that meet medical, legal, and regulatory compliance standards

### NON-PERSONAL

- Treatment Perspectives OnDemand Platform
- Treatment Perspectives Key Account Messaging
- Treatment Perspectives EHR HCP Messaging
- Treatment Perspectives Interactive Quiz

### PEER-TO-PEER

- Treatment Perspectives National Broadcast
- PracticeShare by Treatment Perspectives
- mChat

### FIELD ENABLEMENT

- FieldShare
- MyDoc
- REPCast
- KOLCast
- Expert Exchange

- **White-glove customer service**  
Single point of contact who understands the brand strategy and business
- **Pharma-trained delivery and Project Management teams**  
Multidisciplinary specialists to ensure that the program is developed and delivered in alignment with brand strategy, on time, and on budget
- **Award winning and nationally recognized expertise**  
Strategy, creative, analytics, user interface, user experience, development, SEO/SEM, and mobile to guide the success of the program



relevatehealth®

\*Data on file; Relevate Health 1st party Campaign data